

PRESS RELEASE

For throat & voice: in 2017, Pulmoll plans to position itself as an even younger brand and the leading choice for throat and voice.

Herbolzheim, January 2017. Although already regularly enjoyed by many people, one of Germany's ten most popular throat pastille brands has now reviewed its image in order to go with the times: after last year's success, Pulmoll intends to once again become the number one treat for throat and voice in 2017. Concurrently, Pulmoll will support this strategy update with a new, modern packaging layout, innovative products such as Pulmoll Duo Gumdrops, popular licensed product items that appeal to young people, such as the Minions, and a major advertising campaign that looks fresher and more modern. The brand will present its updated image for the first time at the ISM 2017 in Hall 10.2 at stand F030.

The company's anniversary year 2016 was a very successful year

Pulmoll, which celebrated its 60th anniversary last year, is in fifth place on the cough lozenge market and the undisputed number one on the tinned throat pastille market. In 2016, the brand recorded moderate growth figures in food retail shops, despite the fact that its sales in this category of the total market went down by -3.1 per cent. "On the other hand, our sales in the national supermarkets increased by 4.7 per cent," explains Fritz Haasen, CEO of Kalfany Süße Werbung GmbH & Co. KG. The company believes that the good business development in 2016 was down to its "60 years of Pulmoll" anniversary campaign, which ran all year, as well as tailor-made retail campaigns, an increase in the listings of Pulmoll bags and the junior tins with licensed product themes. At four per cent, the anniversary tin was a bestseller, especially in drugstores. Being voted "Superbrand of the Year" confirms the brand's success.

Pulmoll also does well internationally

The company's 2016 business success was also shaped by a strong presence on international markets: Pulmoll is now active in more than 35 countries. In 2016, the Netherlands, Vietnam, Poland and France played a major role in terms of exports. Pulmoll, which was developed more than 70 years ago in France, is extremely well-known in that country due to the brand history, and also has an efficient distributor there. In 2016, the product was successfully relaunched in pharmacies in Austria; it was also launched in further African countries. Fritz Haasen comments: "We also developed well overseas. The overall résumé is therefore positive, despite the in part difficult political situation in the Near and Middle East." The company is confronted by many countries where the political and economic situation has to be taken into account. "More new customer projects overseas and also in Europe are scheduled for 2017," Fritz Haasen says.

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After the anniversary, the company is now looking towards the future: it is focusing on younger target groups

Sustained growth, the expansion of the licensed product business and new product categories are now on Pulmoll's agenda. For this reason, the classic throat lozenge brand, which more than 80 per cent of consumers are familiar with, is planning a brand relaunch in order to modify the perception of the brand with a new, modernised and younger look. It intends to leave its image as a mere cough lozenge behind in order to become a popular pastille for throat and voice which consumers not only turn to when they want to relieve a sore throat or hoarseness but also in various other situations. Updating this classic brand will extend the target group and also the range of situations in which the product is used. This will be supported by fresher and younger advertising across all channels: the company is planning OOH, online, radio and TV campaigns around the theme of "Give us your Voice". It has also already scheduled retail promotions at the beginning of the year. The focus will be on secondary placement promotions and even more visibility in the shops. The packaging design will also be updated for the new business year: the layout will be better structured, more focused and fresher. The new products and the brand relaunch emphasise the new approach and should increase the brand's appeal to younger fans.



The innovations and current products for 2017:

Pulmoll tin for the next generation: still the classic in red, yet totally new



The iconic tin has been visually optimised. The new reduced, even more striking and contemporary design will be available from January onwards. On the packaging, the cough lozenge becomes a throat pastille that provides soothing relief in many situations. In future, the famous 50 and 75 gramme tins will therefore be even more perfect for an active lifestyle and the coming generations. The 50 and 75 gramme tins will retail for between €1.29 and €1.49.

Pulmoll Duo Gumdrops for new target groups: taste twice as nice – also suitable for vegans

Pulmoll Duo Gumdrops, which also appeal to younger target groups, are the most interesting 2017 innovation as the soft gumdrops are chewy and combine an intensive fruit taste with long-lasting freshness for the first time. One side of these two-sided gumdrops tastes intensively of fruit, whilst the other tastes refreshingly of menthol, mint or lemon balm, a taste that lingers in your mouth for a long time. This variety, too, stands for combining an enjoyable taste with a soothing effect. Fritz Haasen says: "The concept underwent extensive tests and gained top marks. It is perceived as a true innovation that will rejuvenate the brand. The first step towards unlocking new categories has therefore been made.

We are certain: Pulmoll Duo Gumdrops are bound to become a high-rotation product." The innovative fruity-fresh two-sided gumdrops will be available in three varieties: Mixed Berry & Menthol, Lemon & Lemon Balm and Mango & Mint.

Fritz Haasen adds: "Mango & Mint is the variety which we developed especially for vegans. Products without any animal products are becoming increasingly popular and appeal to a relevant target group whose needs we will meet with this product." The duo taste experience will retail in supermarkets and drugstores at a recommended retail price of €1.79 for a 100 gramme bag. The vegan variety Mango & Mint bag contains 90 grammes.



Pulmoll Junior meets Minions: New top Licence for young Pulmoll-fans



By the time the new Minions movie "Despicable Me 3" hits German cinemas in July, consumers will already have acquired a taste for its stars. Pulmoll will launch a new licensed product, Pulmoll Junior tins featuring the Minions, as early as in May. Adults and children alike will love the new licensed product (Minions currently occupy the top spot in the licensed product ratings*). The four different designs will appeal to all Minions fans;

they are definitely fun to collect and will make the limited edition tins a popular gift. The fruity lozenges also impress with Echinacea and vitamin C, an extra-low menthol content that makes them particularly suitable for children and the fact that they have been sweetened with steviol glycosides, which are stevia plant extracts. The Minions edition tins, which contain 50 grammes of lozenges each, will retail from May onwards at a recommended retail price of between €1.29 and €1.49.

*Source: Kids License Monitor/1,247 children aged 4-12, TM & © Universal Studios

About Pulmoll

Pulmoll throat lozenges have been around for more than 60 years. Pulmoll is one of the best-known brands on the German market. The French pharmacist Jacques Lafarge invented Pulmoll lozenges in a Paris suburb in 1946. The name Pulmoll was inspired by the Latin word for lungs, "pulmonis". The small lozenges were so successful in France that additional flavours were launched. Just ten years later, the "Laboratoires Lafarge" already produced more than 10 million tins a year. The unique taste of the original Pulmoll lozenges is due to liquorice root in combination with menthol and honey. Pulmoll lozenges were initially launched in Germany as a non-prescription healthcare product in 1956. The Pulmoll lozenge recipe has remained almost unchanged ever since and therefore still offers an inimitable and unique taste.

The strikingly packaged, soothing and tasty small lozenges went on to become one of Germany's most successful tinned throat pastille brands. Eight additional herbal and fruit varieties of Pulmoll were launched in the early 1980s. Sugar-free Pulmoll lozenges sweetened with stevia* were introduced in 2012, and the fruit varieties contain real concentrated fruit juice, which makes them taste even fruitier.

**contains steviol glycosides, which are stevia plant extracts

